

APR 29 2005

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ALSTON & BIRD LLP

101 South Tryon Street, Suite 4000
Charlotte, NC 28280-4000

704-444-1000
Fax: 704-444-1111

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DATE: April 29, 2005

TO: U.S. Patent and Trademark Office
Attention: Examiner C. Colon - Group Art Unit 3623

FROM: W. Kevin Ransom

* * * * OFFICIAL * * * *

In re: Poage et al.
Appl. No. 09/385,414
Filed: August 30, 1999
For: APPARATUS AND METHOD FOR CREATING A
MARKETING INITIATIVE

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APR 29 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414 Confirmation No.: 9114
Applicant(s): Poage et al.
Filed: August 30, 1999
Art Unit: 3623
Examiner: C. Colon
Title: APPARATUS AND METHOD
FOR CREATING A MARKETING
INITIATIVE

Docket No.: 023895/257070
Customer No.: 00826

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL ACTION
PURSUANT TO 37 C.F.R. § 1.116

Sir:

In response to the Office Action dated January 26, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 8 of this paper.